

# ORDER



**Orders**  
**Order / Rev:** 187479  
**Alt Order #:**  
**Product Desc:** Randall Terry for President Campaign Co  
**Estimate:**  
**Flight Dates:** 10/31/12 - 11/02/12  
**Original Date / Rev:** 10/30/12 / 10/30/12  
**Order Type:** GENERAL

**KMGH**

**Primary AE:** David Lombardo  
**Sales Office:** EWSDC  
**Sales Region:** NAT

**Agency**  
**Name:** Kathy Offerman  
**Buying Contact:**  
**Billing Contact:**  
 125 North Lincoln Ave.  
 Sterling, VA 20164

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** President/Randall Terry (D)  
**Demographic:** A25-54  
**Product Codes:** PL1-President  
**Priority:** P3  
**Revenue Codes:** POL, POL, CAND

**New Business Thru:**  
**Order Separation:** 00:05:00  
**Advertiser External ID:**  
**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/02/12	20	\$6,450.00	\$5,482.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	20	\$6,450.00	\$5,482.50	0.00
<b>Totals</b>	<b>20</b>	<b>\$6,450.00</b>	<b>\$5,482.50</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
David Lombardo			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
KMGH	20%	\$6,450.00
Market	100%	\$32,250.00

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
KBDI	0%	\$0.00
KCEC	0%	\$0.00
KCNC	20%	\$6,450.00
KDEN+	0%	\$0.00
KDVR+	20%	\$6,450.00
KFCT	0%	\$0.00
KMAS	0%	\$0.00
KPXC	0%	\$0.00
KRMA	0%	\$0.00
KRMT	0%	\$0.00
KTFD	0%	\$0.00
KTVD	0%	\$0.00
KUSA	20%	\$6,450.00
KWGN	20%	\$6,450.00
KWHD	0%	\$0.00
KZCO	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
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Order / Rev: 187479  
 Alt Order #:  
 Flight Dates: 10/31/12 - 11/02/12

Advertiser: President/Randall Terry (D)  
 Product Desc: Randall Terry for President Campaign Co  
 Estimate:  
**KMGH**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KMGH	10/31/12	10/31/12	10P NEWS - M-F/SU 10P NEWS (M-F/SU)	CA	10P-1037P	--W----	:30	1	\$1,500.00	P3	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/29/12	11/04/12	--W----		1			\$1,500.00		0.00				
N 2	KMGH	10/31/12	11/02/12	430-5A News M-F/KMGH 7News at 430am	CA	430A-5A	--WTF--	:30	3	\$100.00	P1	0.00	NM	3	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/29/12	11/04/12	--WTF--		3			\$100.00		0.00				
3	KMGH	10/31/12	11/02/12	11A-12P News/KMGH 11A-12P News	CA	11A-12P	--WTF--	:30	3	\$425.00	P2	0.00	NM	3	\$1,275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/29/12	11/04/12	--WTF--		3			\$425.00		0.00				
N 4	KMGH	10/31/12	11/02/12	5-530P News M-F/KMGH 5-530P News	CA	5P-530P	--WTF--	:30	3	\$1,125.00	P2	0.00	NM	3	\$3,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/29/12	11/04/12	--WTF--		3			\$1,125.00		0.00				
5	KMGH	10/31/12	10/31/12	10P NEWS - M-F/SU 10P NEWS (M-F/SU)	CA	10P-1037P	--W----	:10	1	\$0.00	P1	0.00	NM	1	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/29/12	11/04/12	--W----		1			\$0.00		0.00				
6	KMGH	10/31/12	11/02/12	430-5A News M-F/KMGH 7News at 430am	CA	430A-5A	--WTF--	:10	3	\$0.00	P1	0.00	NM	3	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/29/12	11/04/12	--WTF--		3			\$0.00		0.00				
7	KMGH	10/31/12	11/02/12	11A-12P News/KMGH 11A-12P News	CA	11A-12P	--WTF--	:10	3	\$0.00	P1	0.00	NM	3	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/29/12	11/04/12	--WTF--		3			\$0.00		0.00				
8	KMGH	10/31/12	11/02/12	5-530P News M-F/KMGH 5-530P News	CA	5P-530P	--WTF--	:10	3	\$0.00	P1	0.00	NM	3	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/29/12	11/04/12	--WTF--		3			\$0.00		0.00				
Totals														20	\$6,450.00